

Ira Kalb

CEO + Professor of Marketing at Kalb & Associates + University of Southern California

Los Angeles, CA, US

Entertaining and educational speaker that can speak to branding, crisis management, and all things marketing so the audience will leave with

Biography

Ira Kalb is a consultant, trainer, author, speaker, and professor who is President of Kalb & Associates, an international consulting and training firm, K&A Press, a publishing firm which publishes the books and articles he has authored, and Out-of-This World Marketing, a boutique marketing firm that creates marketing communications that sell. He teaches courses in marketing, sales, management, and business systems for major universities and organizations around the world. He has won numerous teaching awards including the Golden Apple Teaching Award in 2009 and 2011? his first two years of eligibility. Based on his expertise in marketing, he is frequently interviewed in TV, radio and print news media, and is a regular contributor to Business Insider. Elected President of the Southern California American Marketing Association in 1995, Kalb has over 38 years of marketing and management experience having served as President and Vice-President of Marketing for COMPAL computer systems, a pioneer in the microcomputer industry partly-owned by Xerox, and a senior management consultant for Accenture. He is also an artist and a woodwind musician who served on the Board of Directors of Enkeboll Designs and the Jazz Bakery ? a non-profit corporation that showcases world-class musical talent in a world-renowned venue.

Industry Expertise

Education/Learning, Management Consulting, Advertising/Marketing, Training and Development

Areas of Expertise

Building Better Brands, Zero-Budget Marketing, Using Social Media for Greater Success, Creating Advertising That Sells, Selling for Greater Profitability, High-Technology Marketing

Affiliations

Business Insider, University of Southern California Ambassadors, UCLA Alumni Association

Sample Talks

Building Better Brands

An organized system for building better brands to compete in an increasingly cluttered and confusing marketplace.

Education

UCLA
BS Bio-Engineering Systems

UCLA
MBA Marketing and Business Management

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